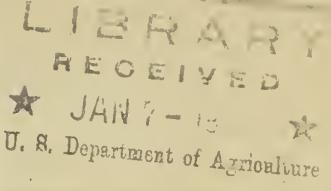


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15:
UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF HOME ECONOMICS
Washington, D. C.



NEW BOOKS AND PERIODICALS ON CONSUMER PURCHASING

These new books and periodicals were collected as an exhibit for the Farm Family Living Outlook Conference which met in Washington, D.C., October 28 to Nov. 2, 1935. This is by no means a complete list.

Books:

- Advertising reconsidered. A.S.Baster. 128 pp. P.S.King and Son, Ltd. London. 1935.
- America's capacity to consume. Maurice Leven, Harold G. Moulton, and Clark Warburton. 272 pp. Brookings Institution, Washington, D.C. 1934.
- The chart of plenty. Harold Loeb and associates. 180 pp. Viking Press, New York. 1935.
- The consumer seeks a way. Clark Forman and Michael Ross. 223 pp. W.W.Norton and Co. New York. 1935.
- Counterfeit; not your money, but what it buys. Arthur Kallet. 96 pp. Vanguard Press, New York. 1935.
- Earning and spending the family income. Meta Roman Friend. Rev. ed. 463 pp. D. Appleton and Co. New York. 1935.
- Economics of household production. Margaret G. Reid. 408 pp. John Wiley and Sons, Inc. New York. 1934.
- Economics of the household. Benjamin R. Andrews. Rev. ed. 626 pp. Macmillan Co. New York. 1935.
- Government and the consumer. Beatrice Pitney Lamb. 51 pp. National League of Women Voters, Washington, D.C. 1935.
- High-level consumption. William H. Lough. 345 pp. McGraw, Hill Book Company, New York. 1935.
- How to spend money. Ruth Brindze. 297 pp. Vanguard Press, New York. 1935.
- The intelligent woman's guide to shopping. 64 pp. Retail Trading Standards Association, London. 1935.
- Let's get what we want. Walter B. Pitkin. 285 pp. Simon and Schuster, New York. 1935.
- Machines and purchasing power. E. F. Nash. 229 pp. George Routledge and Sons, Ltd. London. 1935.
- Paying through the teeth. Bissell B. Palmer. 297 pp. Vanguard Press, New York. 1935.
- Popular practice of fraud. T. Swann Harding. 376 pp. Longmans, Green & Company, Toronto. 1935.
- Rich man, poor man. Phyllis Alexander Goslin and Omar Pancoast Goslin. 85 pp. Harper and Brothers, New York. 1935.
- Textile problems for the consumer. Thomas Nixon, Mary Schenck Woolman, and Ellen Beers McGowan. 175 pp. Macmillan Company, New York. 1935.
- Your meals and your money. Gove Hambridge. 190 pp. McGraw, Hill Book Company, New York. 1934.

Periodicals:

The Consumer (successor to Consumer Notes) issued every two weeks by the Consumers' Division, National Recovery Administration, Washington, D.C.

Consumers' Guide. Issued every two weeks by the Consumers' Counsel of the Agricultural Adjustment Administration in cooperation with the Bureau of Agricultural Economics, The Bureau of Home Economics, U.S. Department of Agriculture, and the Bureau of Labor Statistics, U.S. Department of Labor.

Agricultural Library Notes. Issued monthly by the U.S. Department of Agriculture Library.

Monthly Labor Review. Published by the Bureau of Labor Statistics, U.S. Department of Labor.

Retail and Wholesale Prices. Issued monthly by the Bureau of Labor Statistics, U.S. Department of Labor.

Labor Information Bulletin. Issued monthly by the Bureau of Labor Statistics, U.S. Department of Labor.

Monthly Catalog of United States Public Documents. Issued by the Superintendent of Documents, Washington, D.C.

Bulletins and articles published by the Bureau of Labor Statistics; a selected list of references. Elizabeth A. Johnson. U.S. Department of Labor, Bureau of Labor Statistics Bulletin no. 614. 19 pp. 1935.

Government publications of use to consumers. Issued by the Superintendent of Documents, Washington, D.C.

National Consumer News. Bimonthly. 509 Fifth Ave., New York.

Facts for consumers. Selections from the findings of the Food and Drug Administration, Federal Trade Commission and similar Government bureaus, conducted by Ruth Brindze. Published regularly in The Nation, beginning Nov. 6, 1935.